

# **Baby Boomers**

## **The Next Generation of Seniors**

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# **Baby Boomers**

## **Next Generation of Seniors**

- Thank You
- Texas State Library
- Presentations, Personal Observations & Experience
  
- Who in this session today is a Boomer?
- What does being a Boomer mean to you?

# **Baby Boomers**

## **Next Generation of Seniors**

- Opportunity to Talk About Changes in the Library to Make it Boomer-Friendly
- Shift Thinking Library Service to Older Adults
- Some of the Models Happening Across the US
- Physical Lay-out, Civic Engagement, Marketing, Policies, etc.
- Develop an Idea to Implement in Your Library

# Baby Boomers

## Next Generation of Seniors

- Who are they? (I Mean Me!)
- Adults Aged 45 years to 62 years  
born 1946-1964
- 76,957,164
- Represent 26.75% of the population

# **Baby Boomers**

## **Next Generation of Seniors**

- 49% male
- 51% female
- Over 32 million baby boomers are over age 50
- By the year 2030, the baby boomers will be aged 66-84, and make up about 20+% of the 300,000,000 US Population

# Baby Boomers

## Next Generation of Seniors



# Baby Boomers

## Next Generation of Seniors

- 1st BB Became 60 on Jan 1, 2006
- 7,918 People Turn 60 each day
- 12% of Boomers are African-American/Black
- 4% are Asian
- 1% Native American
- 9.8% Hispanic/Latino

# Baby Boomers

## Next Generation of Seniors





# **Baby Boomers**

## **Next Generation of Seniors**

- Boomers have always thought that they can change the world
- Shift of what it means to grow older
- Change in what retirement means
- Change in almost all facets of American Life
- (authors, Marc Freeman, Ken Dychtwald)

# **Baby Boomers**

## **Next Generation of Seniors**

- What the Boomers are doing is to create a New Life Stage Between Careers and Old Age
- Something that really has not previously happened!
- And every library if they choose can be an active participant in the process

# Baby Boomers

## Next Generation of Seniors

- ‘the baby boomers will turn their golden years into an intense time of social activism, volunteerism, and lifelong learning.’
- “In retirement, the Woodstock generation will still be trying to change the world.”
- (Prime Time by Marc Freedman, Civic Ventures)

# Baby Boomers

## Next Generation of Seniors

- How will this effect our libraries?
- The Boomers allow us to look at Library Services to Adults and Older Adults in a different way
- 3 Groups of Older Adults
- 40-60, 60-80, 80-100
- Active vs. Inactive

# Baby Boomers

## Next Generation of Seniors

- The Boomers give us an opportunity to change the library from a passive entity to one which is a catalyst
- The library will become the center of town in every community--
- to be the place for public debate and discussion
- to allow for individual instruction
- allow for group learning and discovery

# **Baby Boomers**

## **Next Generation of Seniors**

- We want to HOOK the Boomers in Now!
- Many have not used the Library in years
- Re-introduce the Library/Services
- Why is the local Library a better bet than a Barnes and Noble

# Baby Boomers

## Next Generation of Seniors

- Will NOT be Senior Center Participants
- Boomers will be looking for Places for
- Information
- Recreation
- Education
- Socialization
- **So, the Question is????? Why Next Generation of Seniors? Where Have They Been?**

# Baby Boomers

## Next Generation of Seniors

- Most difficult Boomer to attract?
- Men or Women?
- Have not used the library very much
- Rarely took the kids to the library
- Bought paperbacks at B&N
- Library collections are women oriented
- Men's Books are Fewer



# **Baby Boomers**

## **Next Generation of Seniors**

- What do the Boomers want?
- Want it NOW!
- Don't Want to Wait!
- Expect Good Customer Service!
- Can go Elsewhere!
- Are Internet savvy!
- Don't really need libraries!!!!!!

# **Baby Boomers**

## **Next Generation of Seniors**

- .....this post-World War II generation, healthier than their parents, will expect the 21st century library to be a cross between the traditional library, a 24/7 learning center and a community college.
- Allan M. Kleiman

# Baby Boomers

## Next Generation of Seniors

- “Boomers won’t be content with a collection of large-print books, and all the library staff will have to be involved in providing services, not just the Outreach Staff. There will be a new kind of adult and older adults services created to lure the Boomers into Libraries.”  
Allan M. Kleiman

# Baby Boomers

## Next Generation of Seniors

- “Boomers will expect creative, exciting and stimulating programming and exhibits, enhanced technology, small meeting rooms and large spaces for discussions.” Allan M. Kleiman
- Libraries need to acknowledge this new exciting challenge that’s coming and get ready and plan for it.....
- If not, these 78 million Americans will go elsewhere!

# Baby Boomers

## Next Generation of Seniors

- ALA RUSA Guidelines for Library and Information Services for Older Adults (4<sup>th</sup> edition, 2008)
- Keys to Engaging Older Adults @ Your Library (2009) (ALA/OLOS)

# Baby Boomers Next Generation of Seniors

- Look at Components of the Library From the Baby Boomer Point-of-View
- “Fresh” Eye
- Think “Out of the Box”
- No Screaming or Yelling, Please.....You’ll Wake Those Sleeping in the Next Room
- “Open Mind” and Think of the Future Library

# **Baby Boomers**

## **Next Generation of Seniors**

- Ideas for the Physical Library
- Ideas for Marketing
- Ideas for Civic Engagement
- Ideas for “Collection” Building
- Library as Community Information Center
- Technology
- Programming

# Ideas--The Physical Library

- Layout
- Circulation/Self-Check Out
- Coffee/Food/Prune Juice Bar/Teas
- Conversation Areas
- “Senior Spaces” Concept (More Later)
- Drive-thru window
- Policies....are they Boomer Friendly



# Ideas—The Physical Library (2)

- Universal Design Concepts
- Lighting
- Barnes and Noble, Starbuck Model
- Dewey-less Library ( Maricopa County)
- Bold Design, Use of Color
- Good Customer Services, Competent Customer Service, Friendly Customer Service
- First Impressions

# Ideas--Marketing

- Traditional plus--
- Web based marketing
- E-Mail (not text message)
- RSS Feeds
- Podcasts
- Cell Phones
- Other Technology....we don't know

# Ideas—Marketing (2)

- Begin Now-----Reaching Out to People at their Workplace
- Boomer Survey (Kean County Library, CA)
- Begin to borrow ideas from the Boomer Gurus-----
- Ken Dychwald, [www.agewave.com](http://www.agewave.com)
- Mary Furlong, [www.maryfurlong.com](http://www.maryfurlong.com)

# Ideas--Civic Engagement

- What is Civic Engagement?
- Volunteering
- Fundraising
- Boomers working with Seniors
- Develop a Boomer Advisory Board
- Develop a Talent/Exchange Pool
- Develop a Volunteer/Exchange Pool

# Ideas--Collections

- How will they Change?
- Traditional plus
- 24/7 Library
- E-Books (According to Overdrive, Readers are 44 Years old and 70% Women)
- E-Music, E-Video

# Ideas—Collections (2)

- Retirement
- Financial Security
- Travel, Leisure, Hobbies
- Caring for Aging Parents
- 2nd Career Information, New Business
- Volunteer Opportunities
- Course/School Opportunities

# **Ideas--The Library Becomes a Community Info Center**

- Community Information Board
- Volunteer Opportunities
- Employment for Seniors (Boomers)
- Center for Transitioning from Full time work to part-time work or plain retirement

# Ideas--Technology

- What's Next?
- Boomers will want the latest gadget
- Use the library for training
- Implications, Library Staff stay abreast of latest technology and train



# Ideas--Programming

- Traditional plus?
- Not your grandma's BiFolkal kit
- Reflect Culture, History, Times of the 60's, 70's, 80's and 90's (Nostalgia)
- The Rolling Stones vs. Big Bands

# Ideas—Programming (2)

- Start Now to Hook (40-60 Year Olds)
- Retirement
- Investing
- Humanities Based Programming
- National Issues Forums
- Gaming

# Ideas-Programming Structures

- Look at Models:
- Elderhostel
- Centers for Retirement
- Community Colleges
- Joint-Courses (Partnerships)

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## Next Generation of Seniors

- **Case Studies:**
- New Haven Public Library, CT
- Phoenix Public Library, AZ
- Allegheny County Library Association, PA
- Old Bridge Public Library, NJ “Senior Spaces”
- Transforming Life After 50 (California State Library Concept built on LFF)

# Baby Boomers

## Next Generation of Seniors

- Now, After today's session: "Think Tank"
- Spend time in your library in developing a "Profile" of Your New Baby Boomer Center
- What Should it Include?
- How Will it "Fit" Into Your Library
- What Will be Your "Key" Focus"
- What are the "Steps" You Need to Make This Happen!

# Resources

- Baby Boomer Headquarters ([www.bbhq.com](http://www.bbhq.com))
- Reinventing Aging: Baby Boomers and Civic Engagement (Harvard School of Public Health)  
[www.reinventingaging.org](http://www.reinventingaging.org)
- Civic Ventures ([www.civicventures.org](http://www.civicventures.org))
- [www.theboomerblog.com](http://www.theboomerblog.com)
- [www.boomerauthority.ning.com](http://www.boomerauthority.ning.com)

# Resources

- Boomer Project, Matt Thornhill)  
([www.boomerproject.com](http://www.boomerproject.com))
- WHCOA 2005 ([www.whcoa.gov](http://www.whcoa.gov))
- ALA WHCOA Site (<http://cs.ala.org/ra/whitehouse>)
- John Beck, Got Game (How the Gamer Generation is Reshaping Business Forever) and look at OCLC Newsletter No. 267
- Boomers & Beyond: Reconsidering the Role of Libraries (ALA Editions, 2010) ed. by Diantha Schull.

# Resources

- .....article The Big Bang, discusses how to create environments for the Boomers and the Gamers (Jan-Feb-March 2005)
- [ala.org/olos](http://ala.org/olos)
- [Libraryolderadults.blogspot.com](http://Libraryolderadults.blogspot.com)
- [Infolink.org/seniorspaces](http://Infolink.org/seniorspaces)
- [Slideshare.net/allanmkleiman](http://Slideshare.net/allanmkleiman)



# **Baby Boomers**

## **Next Generation of Seniors**

- Libraries need to acknowledge this new exciting challenge that's coming and get ready and plan for it.....
- So, I presented some ideas--I hope that you begin to think about the Baby Boomers Next Generation of Seniors--and how to serve them--otherwise these 78 million Americans will go elsewhere!!!!

# Baby Boomers

## Next Generation of Seniors

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